

RAYMOND

The Centre of Southern Alberta's Great Sugar Beet Industry.

Raymond Recorder



RAYMOND

Where the prize-winning Baby Beef of Alberta are finished on alfalfa, grain and beet by-products.

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Number 4

Wonderful Storm Wednesday

Let it storm is the sentiment of most farmers when asked about the present snowfall, which is very wet and lots of it. Starting Wednesday just afternoon, we had a real blizzard for about ten hours, the snow swirling in clouds throughout the afternoon and until well into the night. A high north west wind accompanied the snow, and a great deal of drifting took place, the snow being piled six feet or more in some places Thursday morning when daylight came.

On stubble fields and grass land and hay fields most of the snow stayed due to the stalks holding it, and the moisture was noticeable and very welcome on summerfallow and freshly seeded fields, because much of the snow melted as it fell. Lethbridge reported .35 inches of moisture, but it was considerably heavier here as the snow locally was much deeper than it was in Lethbridge. The heavy snow made roads wet and sticky and numerous trucks and cars were stalled, some of them left out overnight for daylight to assist in getting them free.

While this is being written at 2:30 Friday, snow is falling in bounteous quantities, no wind, and most of the snow melting as it falls. Its value is inestimable, and farmers who have seed ing done, and this includes some acreage on nearly every farm are smiling broadly as the moisture sinks into the ground, and they say "Let 'er come."

COUNCIL SITS AS COURT OF REVISION

Meeting as a Court of Revision Tuesday evening last, the Town Council considered about 20 appeals which have been lodged against the assessment of the current year. In every case the appeal was against increased valuation of vacant lots in the Town. Where special conditions warranted it, reductions were made, but these cases were very few, as in practically every instance, all property was valued equitably in comparison with adjoining property, and as the total valuation for taxation purposes was still about a third lower than the value placed by the Provincial Taxation Committee, the Council felt that with the mill rate where it is valuations could not be lowered, despite the fact that generally speaking taxation values are always above actual value of property.

The Council is meeting tonight, Friday, in regular Council meeting.

Interested in a truck. Read the Raymond Motors ad.

Wheat dropped three cents again Wednesday and Fort William was quoted at 133½.

W. J. Kraft, Superintendent of Safeway Stores, visited the local store Thursday and expressed himself as well satisfied with the success of the Raymond store.

SWARM DAY MAY QUEEN?

All the Guardians of the Treasure are checking on their number of Bee-Series and Honor requirements to determine who shall be our May Queen. She will win through her merits and achievements, and will be crowned at Magrath, May 8th.

JOHN H. BLACKMORE HEARD

A good crowd was present at the High School Thursday night to listen to John H. Blackmore, M. P., who spoke on his attitude in parliament with respect to the armanent program, and explained why he took the stand he did. He also referred to the question of abolishing the sugar tax, and stated that because of Eastern Canada products, and the clamor for West Indies sugar to enter Canada it was quite essential at present to maintain a tariff on sugar of all kinds to protect in a measure the country for the further expansion of sugar beet raising, when the time was ripe for expansion.

The rest of his talk was on Social Credit, and his faith in Premier Aberhart and the Provincial Government. L. L. Carter had charge of the meeting.

BEACONS ACROSS CANADA

Montreal, April 20th—Brightly-burning beacons the length and breadth of Canada will, in age-old style, signal the crowning of a King on May 12th.

This unique feature in connection with the Coronation of His Majesty King George V. will be handled by the Boy Scouts of Canada, according to announcement today by Sir Edward Beatty, G.B.E., K.C., LL.D., President of the Canadian General Council of the Boy Scouts Association.

Calling to Scout Leaders to take the initiative in organizing celebrations on the occasion of the Coronation of His Majesty, who is Scout King of 85,000 Canadian Boy Scouts, Sir Edward recalled the most successful coast to coast beacon chain in 1935 marking the Silver Jubilee of the late King George V. It was the first time that an organized beacon celebration of such a scale was ever attempted in Canada and was a splendid success, due to the interest taken in the event by Boy Scouts and the great co-operation given them by the general public.

As public celebrations will likely be left largely to municipalities, Boy Scouts will again have opportunity to show on a large scale that their organization is one of Canada's important public service bodies, whose training produces young and older citizens of public spirit and enterprise.

Details of the Boy Scout participation in the Canadian Coronation celebrations have not yet been completed. It is understood, however, that the celebration will follow along lines similar to those which proved so successful on the occasion of the Silver Jubilee of his late Majesty, King George V. It is proposed that where Civic Committees have already been appointed for local celebrations, Scout Leaders should approach them and offer their close co-operation. In localities where no celebrations have been planned, Scouts will in all probability take the initiative, and seek the aid of Civic authorities or heads of other organizations in planning appropriate celebrations.

In arranging the coast-to-coast beacon fires, Scout Leaders will again select coastal head lands, mountains, and hilltops for sites, and the message of loyalty will be carried from the East to the West, and from the International boundary to the Arctic Circle.

Schools Win In Drama Festival

Raymond's schools covered themselves with glory at Lethbridge last Friday afternoon and evening when the Public School drama casts, coached by Miss Ruth Kimball won first in both the Junior and Senior drama, the plays being "The King's Warrant," and "The Brahman, the Tiger and the Jackal." The High School play "The Proposal," coached by Miss E. Kitlitz, won first place for rural schools, and the individual award for the best interpretation of the part, went to Bud Brewerton, who was presented with the Elizabeth-Sterndale Bennett cup.

Following is the comment of the adjudicator on the three Raymond plays, as reported in the Lethbridge Herald:

BEST RURAL PERFORMANCE

Raymond players chose a difficult play in "The Proposal." The father's make up was too young and his gestures and movements too nervous. The part of the lover, played by Denon Brewerton, which won the trophy for the best performance was an excellent characterization with the monologue being particularly well done. Natalya, the girl of his affection, did some brilliant work but was not consistently good. The climaxes were well built up but the end did not achieve the high note of excitement which should have been sustained leaving the impression that the quarrelling would continue until the end of time for the lovers. The adjudicator also gave valuable hints regarding the stage setting which would have improved the action.

Town and City Schools, Jr.

Adjudicating the Raymond players in the town and city schools, junior class, in "Tiger, Brahman and Jackal," which won the first place, Mr. Thorlakson said the setting was excellent and diction good.

It was a play well chosen and the actors did a good job. The Brahman had a pleasing voice and he had ambition. The Tiger gave enjoyment and vitality and the actors brought the play to life and this was felt by the audience. The adjudicator complimented the Jackal on his pantomime work, but felt he had a tendency to recite his lines. "It was a lively play and interesting and the director showed ingenuity in arranging the setting," Mr. Thorlakson said.

Town and City Schools, Sr.

"The King's Warrant," directed by Miss Ruth Kimball, and presented by the Raymond School had an excellent opening. The singing and grouping were good and the lighting and sound effects well done. The play came to life immediately and the characterizations were vigorous and convincing. There was a sense of reality throughout and a delightful naturalness. The sheriff had a difficult part which he did excellently, Mr. Thorlakson said, and he also complimented the director.

Monday night in the Capitol Theatre, here, the plays were presented again to the public of Raymond, and were greatly appreciated. During the program, Chairman C.F. Tollestrup of the School Board made a presentation of China to both Miss Kimball and Miss Kitlitz, and in commending their efforts and their victory, stated that Raymond was proud of them and the students who had assisted in putting on the plays, and thus bringing honors to Raymond.

In presenting the cup to Bud Brewerton, he recalled the outstanding work of the grandfather of Bud, B.S. Young, who in the years gone by delighted audiences all over Southern Alberta both with his stage work and his elocution, all of which was outstanding. His wife, too, and the grandmother of Bud, was an outstanding actress, and from the Brewerton side of the family, too, Bud inherits a love of acting, so that stage work comes as second nature to him and because he really enjoys it, probably one reason he is able to give such fine interpretations to the roles he takes in High School dramas.

The Recorder joins with the many friends of both teachers and students in praising and commending the excellent work done this year.

Conference Saturday And Sunday

HIGH SCHOOL THROUGH A KEYHOLE

(By Denton Young Brewerton) Hello Mr. and Mrs. Raymond, Alberta, Canada; this is "Brew" Young bringing you the latest High School news. "Let's go to town!"

FLASH: Orchids of the week go to last year's High School Basketball star, Paul Fairbanks. Ladies and gentlemen of the sporting world, I give you Paul Fairbanks, the boy with the rhythmical movements. He has been a vital factor in the Union Jacks success this year, and I know will be for a few years to come. On the coast last week, he really went to town. In the last game of the series (also the second), he led both teams with 12 points.

"Paul, all I can say is, that before Basketball really dies out in this town, hurry up and get married. But please, Paul, no girls, the Edmonton Grads are enough for Alberta."

FLASH: In Grade XII room, there is something called love. No this is not that High School Puppy love you hear about. This is the real McCoy.

If you are still in doubt to whom it is, I am talking about Ellys Piegrass and Agnes Roberts, and I really mean that it is love. To see them sitting together in school is a mere nothing, for the simple reason that they are always sitting together.

I see they believe in that old adage, "Two can live as cheaply as one."

FLASH: Douglas Hague is one student in the High School who really has what it takes. Doug in his spare time, catches skunks and then proceeds to skin them. Boy! what fortune he has. "Say, Doug, do you take your air with you or do you get it there. From what I hear, the people who live around your skinning ground would like to give you air. Well, give my love to all the skunks and give them the hint that Lifebuoy is selling at a very cheap price these days."

FLASH: Henry Viney was singing the song hit of the Broadway Melody of 1936 to Dean Rolfson last week: "I've got a feeling your fooling."

This is "Brew" Young saying good-bite, and "I'll be seeing ya'."

NEWS NOTES

The Mercantile and Brewerton's have news of interest to Women and Girls in this week's ads. Read them.

Mr. and Mrs. Dehlin Bennett and Omer Lightle were business visitors in Lethbridge Wednesday afternoon.

Honest values, and outstanding leaders are usually advertised. Look for them in the columns of the Recorder.

Pres. and Mrs. T. Geo. Wood are expected home tomorrow afternoon from their vacation trip.

G. L. MacLachlan, chairman of the Committee appointed by the Government to bring in Social Credit plans, expects to leave Saturday for London to see Major C. H. Douglas respecting the Major's coming to Alberta to assist in launching Social Credit in the Province.

Quarterly Conference of the Taylor Stake of Zion will be held Saturday evening and Sunday in the Stake House, with Stake Pres. T. Geo. Wood, in charge. According to present plans the main session of the Conference for the transaction of business and so forth will be Sunday morning instead of Sunday afternoon as is the usual procedure.

Elder Joseph F. Merrill, of the Council of the Twelve is expected here Saturday afternoon, and besides addressing the Conference session will officiate in the dedication of the Stirling Ward Chapel, time of which meeting will be announced during the Conference. Other visitors are Elder Geo. A. Holt of the General Sunday School Board, his wife and daughter, and Mesdames Bernice Ivory and Marion Kerr, the latter two of the Primary General Board. During the Conference these people will meet with Stake and Ward officers of the Sunday School and Primary and go into organization work at special meetings.

The Stake Choir under the direction of Chorister Wm. C. Stone have been working assiduously, and have a very nice musical program lined up for Conference. The first meeting Saturday night will commence at 8 p.m.

NEWS NOTES

The Citizens Lumber and the Raymond Merc. have messages of interest to those requiring paint or varnish.

Mr. and Mrs. W. B. Porter went to Medicine Hat Saturday afternoon. Mrs. Porter stayed there, but Warren was in Raymond again Monday on business.

Sunday was a very pleasant and delightful day. The spring though is quite backward so far at least.

We heard a good one this week. Two men were in conversation about a car. One said "I thought you gave that away." The other replied, "I did, but I've got to overhaul it before I'll take it." Sounds Scotch, don't it?

The country areas will soon begin to save the country again. If any have influence with the weatherman may they tell him to give Drought and Flood a rest.

Work started Tuesday on the new home of L. J. Mehew and family on the property between John Landysheff and Godfrey Holmes. T. K. Roberts is in charge of the work.

Work will be commenced next week on a gravelled highway from the south end of the Turner Valley field to High River. This announcement was made by Hon. W. A. Fallow, Minister of Public Works.

F. R. Taylor, Louis Brandley, Bill Wiggil and others had trouble on the way from Lethbridge Wednesday night and didn't arrive in Raymond until the wee sma' hours of the morning, wet and tired.

It is interesting to note the emphasis put on religion by the Y.M.C.A. Industry and labor organizations would both profit by a mutual rediscovery of some of the ten commandments.

News Notes

Mr. and Louis Brandley were business visitors in Lethbridge Saturday.

Read the ads—all of them—they are your guide to bigger and better values.

Wm. Burnett, now stationed at Claresholm spent the weekend in Raymond, packing up furniture and preparing to move with Mrs. Burnett to their new home.

Frank Weaver was here Saturday night and played with Lou's Premiers at the Opera House dance. He returned to Lethbridge Sunday.

D. A. Bennett and members of the family and Alf Erickson spent Saturday and Sunday at Cardston with relatives and attended Conference there.

Mesdames Annie Gibb and Afton Keeler, and Elders W. E. Brown and J. Arthur Spencer of the Stake Genealogical Committee were Raymond visitors at Church services here on Sunday.

Lethbridge has embarked on a five-year hard-surfacing program that will include most of the principal streets of the city.

The Jacks returned from their Vancouver trip Wednesday afternoon, cars going from here to meet the Calgary train which arrived in Lethbridge at 1:10.

Mr. and Mrs. Lloyd McPhee are expected home from Vancouver tomorrow. "Mac" is taking his holidays now, and is being relieved at the Elevator by the Company agent from Wellington.

When you think of paper, carbon paper, second sheets, etc., think of the Recorder. Our stock is complete, and the quality is right.

Quarterly Conference will convene in the Stake House next Saturday evening and Sunday. It is the annual Sunday School and Primary Convention Conference and special meetings will be held for the officers of these two organizations besides the general sessions.

The Raymond Recorder

S. I. MAY Editor.

Published Every Thursday
Non-political, Partisan only in
the interests of Raymond
and district

Advertising rates on application

"PULLING" TOGETHER

Last week we gave it as our opinion that when a village is looking for ways and means by which a community may be improved a committee of representatives citizens should be appointed to receive suggestions.

Such a committee will naturally expect heads of existing organizations to furnish valuable ideas as to needs and ways of meeting them. This committee may act as a clearing house for ideas and it may also be given power to execute plans.

Small towns and small cities find that they can to advantage bring in an impartial civic minded observer from another place. Such a one may often see needs that do not occur to those who have put up with certain things for years.

The people in Raymond are fortunate in this. They can count on the help of their local officials and the press, in any reasonable betterment program.

In the natural course of events, "unfinished" business should be cleared up first.

If certain social conditions need clearing up then let us have the facts that we may face them fairly and squarely.

In approaching our problems our attitude should be that of the scientific physician who desires above all the health of the patient.

This is our town. We believe in it as it is. But that does not prevent us from wanting to see it as it might be. There need be no jealousies or rivalries. If we persist until our goal is reached all who have helped may take credit. But let us not forget that it is not "Credit" we are seeking, but a finer and better Raymond.

Let our slogan be: "Many minds are better than one when one good purpose dominates the many minds."

Don't look for an easy job unless you want to make it hard for folks to find you.

KNOWING WHAT YOU WANT TO DO

If you start out on an automobile trip with no objective in mind just intending to wander around, you will take longer getting to any place you happen to hit than as though you made up your mind that you wanted to get there.

Right away someone says, "What a silly truism!" Right! but, some people who read it need to put it right up beside their lives. They have bemoaned their luck, have whimpered because childhood friends have passed them on the great highway. They have dawdled up this side road, have fished too long for that pleasure stream and so forth.

These diversions would doubtless have served a good purpose had these people enjoyed them willfully while having a definite goal in mind.

This point is most aptly illustrated by Arthur Kuhn in the Atlantic or March in the following:

"One morning I watched a couple of cowpunchers going out to bring in a wild steer from its range in the mountains. I noticed they took along one of those shaggy little gray donkeys—a burro. Now a big three-year old steer that's been running loose in the timber is a tough customer to handle. But these cowboys had the technique. They got a rope on this steer they were after, and then they tied him neck and neck, right up close, to the burro.

When they let go, the burro had a bad time. The steer, threw him all over the place. He lashed him against trees, rocks, into the bushes. Time after time they both went down. But their was one great difference between the burro and the steer. The burro had an idea. He wanted to go home. And no matter how often the steer threw him, every time the burro got to his feet he took a step nearer to the corral. This went on and on. After about a week the burro showed up at ranch headquarters. He had with him the tamest and sorriest looking steer you ever saw.

That principle is concerned with knowing where you want to go, having an idea that will take you there, and sticking with it."

Our Columns Get Results

NEWS NOTES

Paul Moreland of New Dayton was in Raymond on business last Monday.

When we don't get the news we're asleep; when we do get it we're nosey and inquisitive. We can't please everyone, can we?

A new floor is being laid in the Raymond Motors premises, along with several other improvements being made to this garage.

Mr. and Mrs. O. H. Snow returned home Tuesday afternoon from their holiday trip to Utah. They report a very enjoyable time while away.

A good grade has been built up now from Broadway east to the School of Agriculture. Plans are being formulated for a community drive to cinder this stretch.

The Allan Cup, Amateur Hockey Trophy for Dominion winners was won in the fifth and deciding game in Calgary last Friday night by Sudbury Tigers, and went back again to Eastern Canada after spending last year in Kimberley, being won by Kimberley Dynamiters.

SENTENCE STIMULANTS

A person who always works as though the boss were watching is never nervous when the boss happens to drop in.

Maybe we wouldn't feel so great if we could see a chart of what we are supposed to accomplish set up beside our daily performance. On the other hand if we knew how much confidence the Infinite has placed in us to carry out a part of His Plan we would "duff in" and do better.

DO HIS SUPERIORS?

Primo Minti, an Italian soldier captured by the Spanish loyalists at Guadalajara said, "We do not want to fight Spaniards; we do not know what it is all about." The question is: "Do his superiors?"

Some of the store and factory owners who are being fretted by sit-downers might wish that these sit-downers might some day be wealthy enough to have house servants who would sit down on them. The sit-downers claim that being just a little richer would make them see things differently. But humor aside—every day it appears that more average people are disgusted with workers' confiscation of property.

THAT'S WHAT HE NOW THINKS

President-elect Dykstra of Wisconsin University says: "Men do not give up opinions, ideas, responsibilities as citizens because they go into teaching; these remain, and the teacher is responsible for them."

THAT TOP NOTE

Boss of Roadworkers—"Excuse me, but was that you singing?"

Miss Soprano—"Yes, why?" Boss—"Well, next time you sing don't hang on that top note so long. The men have knocked off twice already, mistaking it for the dinner whistle."

HEALTH

A HEALTH SERVICE OF THE CANADIAN MEDICAL ASSOCIATION AND LIFE INSURANCE COMPANIES IN CANADA

Balancing the Children's Diet

Every mother wants a healthy happy child. There is no way in which health can be better influenced than by giving the child a proper diet. Due to the desire of parents to prepare attractive looking food and to give the child food that it likes, very often some of the food elements necessary for health are not pre-

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PALMISTRY AND TEACUP READING

by Madam Golden

Afternoons and Evenings at the

Holsom Cafe
Lethbridge

sent or have been removed in the preparation of the food.

Milk, meat, eggs, vegetables (including salad greens) and fruits are our most valuable foods. Although it seems at first glance a very simple task to have your children's meals, or for that matter your own meals, built up around milk, meat, eggs, vegetables and fruit our experts advise against too much of other foods, which result in an unbalanced and unhealthy diet. One of the greatest dangers is giving an excess of sugars, such as candy, jam and marmalade. Sugars are of value to supply calories or energy, yet due to their pleasant taste children invariably are inclined to take too much of these sweet foods. Frequently children take too much starchy foods such as pastry, cakes, cookies, and even bread. Although sugar and starches are of value as a source of energy, if too much are taken they are harmful as one does not take enough of the other foods which are necessary for a balanced diet.

It is a simple matter to take pains to see that your child gets each day a pint and a half of milk, including the milk used in cooking, one egg, some meat,



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two vegetables besides potatoes, and some raw fruit. If your child receives too much of the starchy or sweet foods, although he may appear to be quite well on close examination, it will be seen that he tires easily, is somewhat pale, is not as firm or solid as he should be, and frequently is subject to constipation. In this state he is much more apt to get colds or other illnesses which may permanently undermine his health. It is essential for a happy child to get a well balanced diet.

Questions concerning health, addressed to the Canadian Medical Association, 184 College St. Toronto, will be answered personally by letter.

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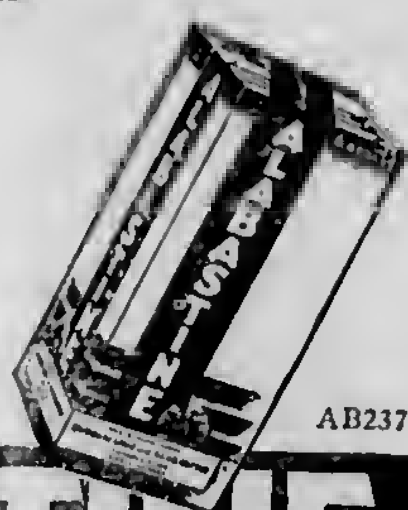
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EXPERIMENTAL STATION LETHBRIDGE

WEEKLY LETTER

HANDLING ALKALI LAND

About the only permanent remedy for alkali accumulations is to drain off the surplus water of the soil so that the water table will be at least five feet from the surface. Where this is done irrigation water or rains will eventually leach the alkali out into the drainage water. Sometimes the best way to remedy the situation is to put in a drain called a "cut-off" drain above the alkali spot, as it is starting to develop, to draw away the water that is seeping through the soil and causing the alkali to accumulate. Usually drainage is extremely expensive and the cost may not be justified. In any event drainage should not be attempted except on the advice of someone who has had extensive experience in reclaiming alkali soils.

There are a few things a farmer can do that may help to decrease the harmful effects of alkali, crops will grow in the presence of more alkali on soils rich in organic matter than in soils containing little organic matter, so the application of barn-pard manure may help the situation.

Some crops will tolerate more alkali than will other crops. Usually plants that are quite drought resistant seem to grow better on alkali soil than do water loving plants unless the land becomes boggy. Where the water table is close to the surface, it may be the water, more than the alkali, that prevents normal crop growth. If that is the case, plants that will grow in wet soil (stand wet feet) may be best. Sweet clover will grow in quite wet soil and if it passes the seedling stage, it has more resistance to alkali than some other plants.

Most plants will tolerate more alkali if they become well established than they will in the germinating or the seedling stages so it may be possible to get the crop started by ploughing deeply to turn the alkali crust down so that it will not be in proximity to the germinating seed and the seedling plants. If the salts do not get back up until the plant becomes well established it may be possible to produce a crop. Irrigating immediately after seeding may accomplish the same results as ploughing by washing the salts down.

Mulching the surface with manure or straw after ploughing or irrigating to check evaporation retards the movement of salts to the surface and may help in the establishing of a crop.

Frequently the alkali is too strong to permit the growth of any crop plants regardless of what is done. In such cases if drainage is not feasible, the only sane thing to do is to abandon the use of the land where the salts are concentrated.

NEWS NOTES

Milton D. Strong was busy this week laying the brick on the library entrance at the Town Hall basement.

Owen Wall, who is working in Coleman, spent the week-end with his wife and kiddies here, returning Monday afternoon.

Mrs. Roscoe Larson returned home Tuesday afternoon from the Hospital with her new baby boy. Roscoe will be reviewing again now the midnight parade to quiet the young ones wailing.

Mr. and Mrs. W. D. Mendenhall and family are home again after spending the winter in Utah. Deal is already in the midst of his farming operations and says he will have to keep the outfit going night and day to get the seeding done.

NEWS NOTES

J. F. Elder was a Lethbridge visitor Monday.

Wm. Clemis of Lethbridge was a business visitor in Raymond Tuesday.

Work started this week on the new home of Mr. and Mrs. Brownie Rolfsen, to be built just north of D. G. Selman's residence.

Josiah Holland who spent the winter in the Wm. Clemis home has moved to the south end of town and Chas. Nickel and family have moved in.

Alvin Jones is at present in Spokane, Wash., and is enjoying his trip very well. His future plans are somewhat indefinite.

Nickel and Benson of the Raymond Motors were at the Kircaldy the first of the week fixing lights on Ray Knight's tractor so it could operate night and day.

Pres. H. S. Allen has returned from Utah to assist in looking after the farm during the busy cropping season. He is looking fine and has enjoyed the winter although the damp climate of Utah seems to be more troublesome to rheumatism than the drier weather here.

Farmers

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Pullets 98%	\$26	—	\$22
Rocks & Reds	\$14	—	\$12
Pullets 98%	\$28	—	\$25
W. Wyandottes	\$15	—	\$13
B. Orpingtons	\$15	—	\$13
Cockerels: W. Leghorn	\$3	per	
100; Rocks and Reds	\$8	per	100.
Wyandottes & Orpingtons	None		

100% LIVE ARRIVAL GUARANTEED

Write for new 1937 Catalogue but order now from our nearest Hatchery and get Preference.

PRINGLE ELECTRIC HATCHERIES

Calgary — Edmonton.

Prof. Barnhart Believes In Paper Advertising

"Newspaper advertising builds confidence and good will, attracts new customers, increases sales, and stabilizes merchandise, methods and prices." So says Prof. Thomas F. Barnhart of the University of Minnesota.

He has given the matter considerable thought. From his experience and observations he has come to 14 definite conclusions.

1. Newspaper reading is a universal habit. Newspaper advertising therefore, reaches virtually all who read and buy.
2. A newspaper advertisement can always be seen by the reader.
3. The newspaper advertisement, as part of the complete paper, goes into the home as a welcome guest.
4. The newspaper advertisement can have as much reader interest and news value as the news items.
5. The amount of text used in newspaper advertisements is dependent only upon the size of space.
6. Newspaper advertising is flexible.
7. Newspaper advertising is quickly controlled.
8. Newspaper advertising may be adjusted to different conditions.
9. Newspaper advertising enables manufacturers and dealers to state where their products may be bought.
10. Newspaper advertising is inexpensive. Merchants have learned that it covers more families for less money than any other form of advertising.
11. Newspaper advertising results may be checked.
12. Newspaper circulation is known and is comparatively unaffected by daily change.
13. Nearly all of a newspaper's circulation is concentrated in its own market.
14. Newspaper advertising reduces selling costs because it entails no waste circulation. This helps reduce costs for the consumer.

ADVERTISERS ADVERTISE AND READERS READ ADS.

BECAUSE IT PAYS.

YOURS FOR BETTER SERVICE

The Recorder
Telephone 24 or 23,
Thank You.

Ladies' Spring Coats and Dresses New Lines, New Colors, New Styles.

A Wide Range of Prices
Make Your Selection Early at the

Raymond Mercantile
COMPANY LIMITED
THE BIG DEPARTMENT STORE

Special for One Week Only

A complete Reboing Job at Following Prices:

Model A Ford **\$35.00**

Chevrolet Six **\$45.00**

ALL WORK FULLY GUARANTEED

NEW STOCK OF FIRESTONE TIRES - JUST ARRIVED.

Raymond Motors

Phone 7

Nickel and Benson

1931 International One ton Truck, six speed special, Complete with Stock rack and Grain box; Dual wheels.
1928 Whippet Four Sedan, in good mechanical shape.

A number of Raymond people were in Lethbridge Wednesday evening to listen to John H. Blackmore and other speakers there. The trip home was unpleasant because of the raging storm.

Former Mayor Wm. Oliver of Lethbridge, pioneer business man of Lethbridge and founder of several industries there, died Wednesday after a long illness. Funeral arrangements are not as yet completed.

Bert Court was here over the week-end, disposing of a few of his household articles and preparing to go to Vancouver where he hopes to make his home.

Mutt Ralph took the household effects of Mr. and Mrs. Burnett to Claresholm on Wednesday afternoon. Coming home in the storm he went off the road and left the truck there over night. Thursday morning he went back after it and drove on into Lethbridge for his daily load.

Does your property
need **NEW WALKS and DRIVEWAYS?**



Build them under the
**HOME
IMPROVEMENT
PLAN**

Save the Surface and You Save Money

Watch for Announcement of

Special Sale of
Pratt & Lambert Paints

-- and --
**No. "61" Varnishes
and Enamels**

Citizens Lumber Co. Ltd

Phone 11 H. McKean, Mgr.

WANT ADS.

FOR SALE—Baby buggy in A1 shape. Inquire of Mrs. Parley Meldrum.

ATTENTION! Does your stove need repair parts? We can make them for you.—Patterns, castings, of any kind, made to order. Send us your cutlery for repairs and sharpening. Is anything beyond repair. See us about it. Expert workmanship.—E. Weed.

CORONATION THANKSGIVING SERVICE IN ABBEY

FOR 6,000 SCOUTS & GUIDES

A special Boy Scout and Girl Guide Thanksgiving Service in Westminster Abbey on the afternoon of Saturday May 22nd will be attended by 6,000 boys and girls. The gathering will include Scouts and Guides from overseas in London for the Coronation. The Bishop of Bristol will preach the sermon. The choir will be made up entirely of Scouts, in uniform.

EIGHT SHIPS TO CARRY 8,000 BOY SCOUTS

Eight steamships have been chartered to transport the British contingent of 8,000 Boy Scouts and leaders across the Channel to the World Scout Jamboree in Holland this summer. The ships include the Queen of the Channel, Queen of Kent, the Continental Queen, the Queen of Thanet, two ships of the Southern Railway and two of the P&O. The vessels will sail from Dover two from Great Yarmouth, two from Tilbury and two from Harich.

THE WORLD OF WHEAT

(By H. G. L. Strange,)
Director, Research Department,
Searle Grain Co., Ltd.

The Spring wheat crops now being seeded in Western Canada and in the North Western parts of the United States, will be anxiously watched by the whole world, for the progress of these two crops will unquestionably have an important effect upon wheat prices during the coming months.

As these crops flourish, price will tend to decline, but should their prospects become lessened, then price will tend to rise.

What are the actual prospects at this moment?

Moisture records collected and compiled daily from over 600 rain gauges in Western Canada by the Research Department of the Searle Grain Co. indicate that probably never has the Canadian crop — and this refers to the U.S.A. crop also — started with so little moisture reserve in the soil.

The records show that at the moment Alberta has only 80 p.c. of the normal subsoil moisture. Saskatchewan 57 p.c. and Manitoba 68 p.c.

This means that if an average crop (which would be about 400 million bushels on our present western wheat acreage) is to be secured, that very much better than average rainfall — which average is about 8 inches must occur between this time and August 1st next.

Rainfall, therefore, will be the important factor to watch.

The following factors have tended to raise price:—Roumania temporarily prohibits wheat exports—Broomhall may raise import requirements estimate—Rains needed to condition soil for seeding in southern hemisphere—Cold weather retards Russian Spring seedings—Polish winter crop prospects

GLADIOLI BULBS

Buy wholesale and save half the cost. Delivery charges paid on all orders of \$1.00 and over.
30 Fine Bulbs\$1.00
Larger quantities proportionately less.

Fresh bulbs every week. Guaranteed free from disease.

1 have catalogue and samples.
9 Special Collections at Money Saving Prices.

P. NAKAMURA

Agent for Willowbrake Nursery
Order now for Perennial Flowers and Ornamental Shrubs.

POSSIBLE USES OF RUBBER TIRES ON FARM MACHINERY

(Experimental Farms Note)

Recent field tests made by the Dominion Experimental Station at Swift Current show that the "rolling resistance" of rubber tired wheel if from 40 to 65 per cent less than that of steel wheels. This reduction in power necessary to move machinery on wheels is particularly noticeable on loose ground, and, therefore, the application of pneumatic rubber tires to certain farm machinery will reduce the cost of operation as well as enable a safe increase in operating speeds.

Machinery such as separators, combines, binders, drills and wagons are heavy to pull on soft or rough ground and must be operated at slow speeds. Under these conditions rubber tires on these machines will permit a reduction in the power necessary to pull them, increase the possible speed of travel, reduce the damage done by excessive vibration and probably increase the life of the machines.

Lighter machinery such as mowers, rakes, planters, cultivators, weedeaters, manure spreaders, potato machinery and the like, would appear to be particularly suitable to rubber tires since they may be operated at higher speeds than used at present with the standard steel wheels or with less wheel damage to the crop.

Some machinery such as the plow and one way disc are dependent upon their wheels for controlling the uniformity of depth and may not be as satisfactory on rubber tires as on the rigid steel wheels.

Since the cost of rubber tires and their replacements are, as yet, fairly high and since most farm machines are used only a few days each year, the successful application of rubber tires to farm machinery would appear to depend upon the adoption of a standard wheel which may be used on a number of different implements allowing the farmer to change the tires and wheels from one machine to another, with the least trouble, according to the season of the year.

Some definite advances are being made in this direction and many farm implements are now being offered to the farmer equipped with pneumatic rubber tires. In the near future many more implements may be rubber equipped and it will be well for the farmer buying such equipment to get as nearly a uniform size of tire as possible to reduce his replacement costs.

G. N. Denike,

Dominion Experimental Station,
Swift Current, Sask.

doubtful—Spring seedings delayed in U.S.—Spain still contracting for wheat.

The following factors have tended to lower price:—Rains break long drought in Central China—Australian wheat estimate increased 15 million—U.S. Government estimate winter wheat crop at 656 million—Beneficial rains in Western Canada—Uncertainty of gold policy in Great Britain and U.S.—France removes import license taxes on apples and pears.

Our Columns Get Results

A TYPOGRAPHICAL ERROR

The typographical error is a slippery thing and shy.

You can hunt till you are dizzy, but it somehow will get by. Till the forms are off the presses it is strange how still it keeps.

It sinks down in the corner and it never stirs or peeps.

That typographical error too small for human eyes,

Till the ink is on the paper, then it grows to mountain size.

The boss he stares in horror then he grabs his head and groans,

The copy reader drops his head upon his hands and moans

The remainder of the issue, may be as clean as clean can be

But that typographical error is the only thing you see.

Girls' ... Slacks ...

::: Newly Arrived!
::: Call and See Them

Brewerton's Limited

NEWS NOTES

Calgary reported three feet of snow at 10 a.m. Friday with street car traffic paralyzed and snow still falling.

! ! ! ! !

C. L. Wittman, teller at the local branch of the Bank of Montreal has been holidaying for the past ten days, and spent the time at his home in Wainwright.

Hon. Solon Low, and Hon. Lucien Maynard spent the week in Ottawa conferring with Dominion officials in an effort to get a fair share of the \$3,000,000 set aside for prairie farm rehabilitation spent in Alberta, where it is felt as much is needed as in either Saskatchewan or Manitoba.

Quite a number of Southern Alberta towns and villages met in Champion last week and discussed light and power rates. Franchises are expiring this summer in a number of towns, and representatives met in Champion to organize so that a concerted effort may be made toward a lower and more elastic schedule of energy charges.

Premier Aberhart, and Hon. W.A. Fallow were in the Premier's riding of Okotoks-High River this week holding several meetings. In answer to questions respecting the Vancouver home of the Premier, he stated that he owned no home there, that reports were incorrect and mis-stated.

The prize winning dramas presented in Lethbridge Friday afternoon last were put on in the Capitol Theatre Monday afternoon for the school children. Needless to say the house was well filled as there was no charge for the program. In the evening, the winning High School show was presented in connection with the regular evening program.

Regular Rotary meeting was held Monday night. A talk on recent advances in sound production with movies by Lee Brewerton and a solo by Byron Tanner, with Chit and Chatter by S. B. Card were the highlights of the program. Visitors at the meeting were: President Chris Hansen, Byron Tanner, A. E. Cross and Jack Tiffin, all of the Lethbridge Club, and I. Whiting, C. A., of Vancouver Auditor for Canadian Sugar Factories, Limited.

Bert Court and William Henderson, the latter of Vancouver, spent several uneasy hours in the immigration offices at Sweet Grass last week, when they went for a walk in Courts and were picked up by the police in the United States, and being minus credentials, it took them a long while to convince authorities that they were not trying to get into the States without passing customs. After quite a delay Bert produced papers showing proof of relatives and residence here, and they were released.

RENEW YOUR RECORDER?

A LITTLE MORE PER GALLON
WILL MEAN 2 OR 3
YEARS MORE WEAR



LOWE BROTHERS
"High Standard" House
Paint costs little more
per gallon than "cheap"
paint, BUT when you
paint with "High Standard", you are assured of the utmost in durability and general service.

There is lots of "cheap" paint sold but seldom twice to the same man. One such purchase teaches an expensive lesson.

Using LOWE BROTHERS High Standard House Paint is the true measure of economy. It not only wears for many years, but being easily applied, it cuts down labor cost: covering more surface, it means fewer gallons for the job:

Remember—"One gallon of Lowe Brothers Paint will go twice as far, look and wear better than two gallons of cheap paint."

In all products, but especially in Paints and Varnishes, **QUALITY COUNTS.** We invite comparison of Lowe Bros. with any Paints & Varnishes on the market. Call and enquire.

Raymond Mercantile Co. Ltd